

BOSTON COLLEGE CORPORATE CHARTER

IN WITNESS WHEREOF, we have hereunto set our feet and affixed the great campus of Boston College. On this date, Lunar Leaps Incorporated pledges to stride towards a sustainable future, pioneering global friendship through movement, and leaving footprints of ethical impact on our shared planet. That's one small step for man, one giant leap for human kindness.

January 16th, 2025.



Certified By: Dr. Scott Cann (Void)
Certificate Number: 314159-SPUTNIK
You may not verify this certificate
This certificate is educational only
This is not a real charter

Julia Tremba
President, Lunar Leaps

Gregory Redmond
Vice President

Jonathan Varney
Chief Visionary Officer

Herson Masferrer
Chief Financial Officer

Patrick Reddy
Chief Market Navigator

Matthew Collins
Chief Soul Weaver

Brandon Swan
Chief Brand Alchemist

Corporate Charter

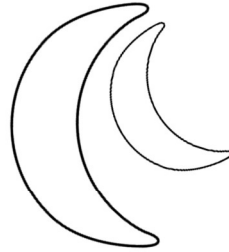
Repertory

Preamble

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LUNAR LEAPS, INC.

I. Our Vision

Leaving lighter footprints while striding towards shared journeys.

II. Our Product

Smart shoes powered by their own motion, with an application counterpart offering services. Some of these include integrating into the shoes and trying on shoe designs virtually before buying them.

III. Leadership

- Julia Tremba, President



- Gregory Redmond, VP



- Herson Masferrer, CFO



- Patrick Reddy, CMN



- Jonathan Varney, CVO



- Matthew Collins, CSW



- Brandon Swan, CBA



IV. Stakeholders

Positive Stakeholders

- **Customers:**
 - Eco-conscious consumers who value sustainable products and are willing to pay a premium.
 - Customers who actively participate in the design process and become brand advocates.
- **Employees:**
 - A passionate workforce dedicated to developing and producing sustainable shoes.
 - Employees who actively suggest innovative ideas for eco-friendly materials and processes.
- **Investors:**
 - Investors who prioritize Environmental, Social, and Governance (ESG) factors and support Lunar Leaps' sustainable mission.
 - Investors who provide patient capital, allowing Lunar Leaps to focus on long-term sustainability goals.
- **Suppliers:**
 - Suppliers who specialize in sustainable materials like recycled plastic or organic cotton.
 - Suppliers who are transparent about their labor practices and environmental impact.
- **Social Media Platforms:**
 - Platforms that promote eco-conscious content and offer features for user-generated design sharing.
 - Platforms that have strong data privacy policies and prioritize responsible user experiences.
- **Government Agencies:**
 - Agencies with clear regulations that incentivize sustainable practices throughout the footwear industry.
 - Agencies that offer grants or tax breaks to companies committed to sustainability.

- **Environmental Groups:**
 - Groups that collaborate with businesses to develop and implement sustainable practices.
 - Groups that recognize Lunar Leaps' efforts and promote their brand positively.

Negative Stakeholders

- **Customers:**
 - Price-sensitive customers who prioritize affordability over sustainability and may not be willing to pay a premium for eco-friendly shoes.
 - Customers who treat the design process as disposable and don't follow through with actual purchases.
- **Employees:**
 - Employees who are indifferent to sustainability and may not prioritize eco-friendly practices in their work.
 - Employees who lack the skills or knowledge necessary to implement sustainable practices effectively.
- **Investors:**
 - Investors focused solely on short-term profits who may pressure Lunar Leaps to compromise on sustainability for faster financial returns.
 - Investors who lack understanding of the long-term value proposition of sustainable business practices.
- **Suppliers:**
 - Suppliers who rely on unsustainable materials or practices, increasing Lunar Leaps' environmental footprint.
 - Suppliers with poor labor practices that contradict Lunar Leaps' values.
- **Social Media Platforms:**
 - Platforms with weak data privacy policies that potentially exploit user information.
 - Platforms that prioritize sensational content over promoting responsible design and user experiences.

- **Government Agencies:**

- Agencies with lax environmental regulations that allow competitors to cut corners on sustainability.
- Agencies with bureaucratic processes that hinder innovation and slow down the adoption of sustainable practices.

- **Environmental Groups:**

- Groups with unrealistic expectations that put undue pressure on Lunar Leaps and hinder achievable progress.
- Groups that employ aggressive tactics that damage Lunar Leaps' reputation and discourage collaboration.

V. Policies

- **Charter Contributions**

- For the purposes of this charter, we are all Presidents. Fictitious titles have been given to everyone as a formality.
- We are encouraged to jump in with an idea and the rest of us should spin off that with new ideas.
- Try to form your idea in a way that adopts the idea of the other team member.
- Once a team member jumps in with an idea, we would allow another team member room to meander the whole project.
- This type of 'first come first serve' approach encourages our team to reward those who act first and move the project along.
- If a single team member is not in favor of the movement of the charter, we can arrange a formal vote as suggested under the section "conflict resolution"

- **Meetings**

- Meetings will take place every Monday at 9pm EST.
- Communication is expected to occur through phone, text, email, or any other agreed-upon platform.
- We expect reasonable attention to this project, but expectations can be flexible as long as communication remains clear and consistent.
- Failure to actively engage in this production will result in the exclusion from receiving further updates.
- We will not enforce more than one meeting per week.

- **Content Distribution:**

- All document copies must be emailed according to these guidelines.
- Additionally, forward copies to Rory's Google Drive (shared with everyone).

- Team Conflict Resolution:
 - In case of disagreement, the affected members should first meet to discuss their perspectives.
 - If resolution is not met after a simple meeting, the following list of options are acceptable means to a solution:
 - Dot Voting (Encouraged)
 - In case of a tie, see “tie-breaker.”
 - Fist of Five Voting (Encouraged)
 - Flip a Coin
 - Rocks, Paper, Scissors
 - Drawing from a hat
 - Rap battles
 - Jousting
 - Tie-Breaker
 - Dr. Cann is allowed to serve as a tie-breaker.
 - Flipping is an acceptable form
 - Resort to other creative means as agreed by the group.
- Charter Updates:
 - Major changes to the charter should be conducted during a group meeting either in-person or virtually.
 - A decision should be had about the changes being suggested followed by a casting vote.
 - If members are not present during the vote, the vote will happen anyway as long as there are at least 3 members present.
 - An email must be sent notifying all members of a vote being taken place prior to the day.
 - All members must be given an opportunity to be present virtually (even via phone call) even if they cannot make it in person.
 - If a member suggests to change the charter in a way that deletes existing work, and a vote is casted in favor of making that change, the members making the suggestion must be responsible for owning that new change. (This way we encourage not wasting human resource).
- Intellectual Property
 - Nondisclosure agreements may be formed to protect intellectual property.
 - Our team members may not distribute its ideas and content unless part of a contract with other organizations
 - We may not steal intellectual property from other organizations.
- Emergencies
 - Emergencies happen.
 - We all must accommodate issues of any reasons.
 - Anyone experiencing any emergencies are exempt from any type of exclusion.
- Intervention:
 - Dr. Scott Cann retains the right to modify this agreement at any time, if unforeseen circumstances necessitate such changes.

- In the event a team member feels that any policies are being abused by other team members, that team member reserves the right to get Dr. Cann to intervene and make a final decision.

VI. Code of Ethics

- Our team members strive to promote equality and fairness.
- Our team members must adhere to moral concerns as best as possible.
- Our team members must prioritize team building rather than fostering division.
- Our team members must strive to make a positive impact on the world.
- Our team members are expected to contribute to sustainability efforts.
- Supporting a charitable cause is encouraged for all team members.
- This charter defines all team members as consistently representing the team, even outside of work.
- Our team members acknowledge that we all make mistakes and strive to build each other.
- All team members must treat each other and potential outsiders with respect.
- Our team must focus on building strong relationships within and across all borders.
- Our team members pledge not to negatively contribute to ongoing international conflicts.
- Our team members must practice healthy religious acceptance and inclusion.
- Our team members are encouraged to follow the heart of the Jesuits.
- Hate has no home for this charter.

Phase 1 (Volunteer and Learning)

- Surveying Areas
- Demographics Analysis
- Training + Education
- Resource Cost: Minimal
- Travel Budget: \$15,000
- Survey Budget: \$10,000 (Includes Digital)
- Other Resources: As free as possible!
- Timeline (12 months)

Phase 2 (Network)

- Pitching Ideas for potential Partnerships
 - Nike (likely)
 - All Birds (likely)
 - Loints of Holland (likely)
 - Athari Wear (likely)
 - Adidas
 - Puma
 - Good Year
 - Michelin
- Reach: As virtual as possible
- Timeline (6 months)

Phase 3 (Manufacturing + Launch)

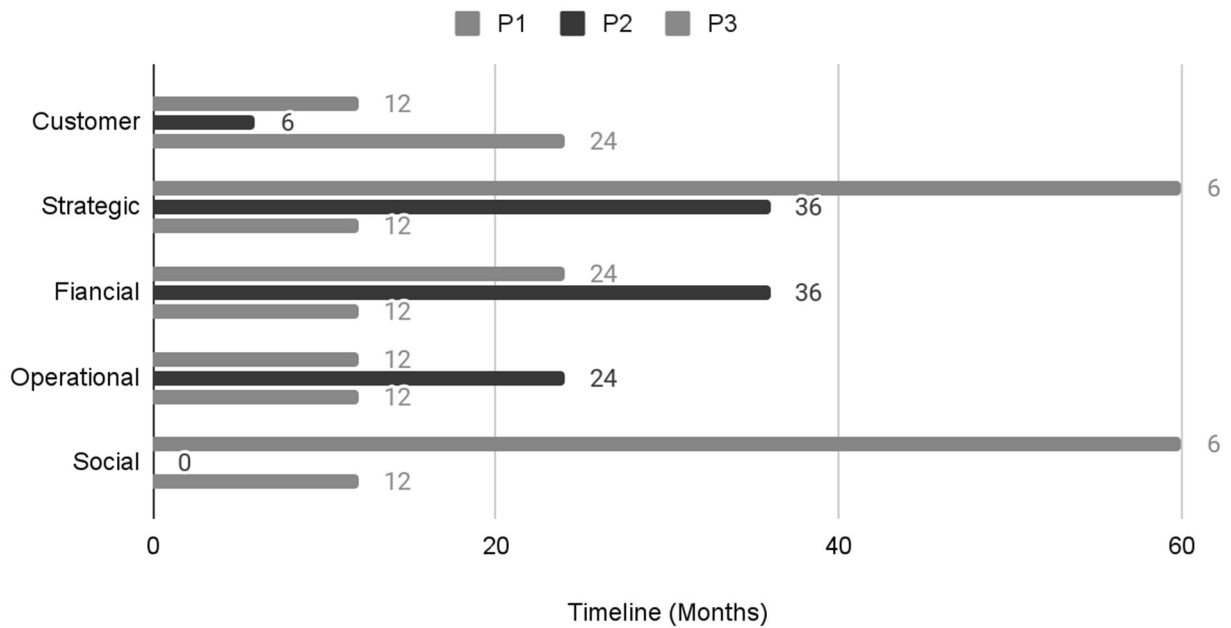
- Begin Producing (See Below for details)

VII. Measurable Operational Value

- Customer
 - P1: Increase customer satisfaction with environmentally friendly product options by 20% within 1 year.
 - P2: Reduce customer inquiries about product sustainability by 50% within 6 months through improved transparency and information.
 - P3: Achieve a net promoter score (NPS) of 70 for sustainable product lines within 2 years.
- Strategic
 - P1: Become the leading brand in the sustainable shoe market within 5 years, capturing 25% market share.
 - P2: Develop and launch 3 new innovative sustainable shoe technologies within 3 years.
 - P3: Partner with 2 major environmental organizations within 1 year to promote sustainability initiatives.
- Financial
 - P1: Increase profit margin for sustainable shoe lines by 10% within 2 years.
 - P2: Achieve a return on investment (ROI) of 200% on investments in sustainable production within 3 years.
 - P3: Reduce overall production costs by 5% through sustainable material sourcing and waste reduction within 1 year.
- Operational
 - P1: Reduce water usage in shoe production by 30% within 1 year.
 - P2: Eliminate all hazardous waste from shoe production processes within 2 years.

- P3: Reduce carbon footprint of logistics and distribution by 15% within 1 year.
- Social
 - P1: Create 100 new jobs in sustainable manufacturing within 5 years.
 - P2: Support local communities involved in sustainable material sourcing through fair trade practices.
 - P3: Donate 1% of annual profits to environmental charities within 1 year. (Meets Minimum Charitable Criteria in Policies)

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Lunar Leaps Launch Pad

TOTAL EFFORT POINTS

ALLOTTED POINTS

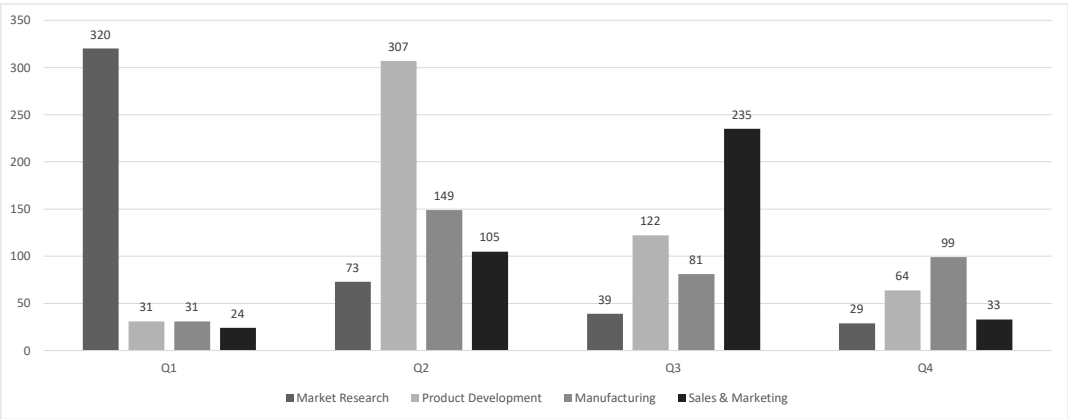
RATE

1742

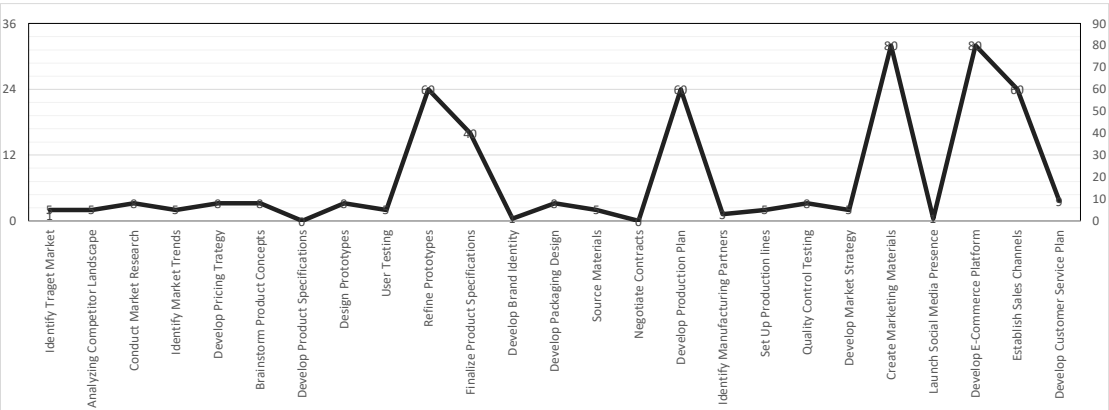
2000

87%

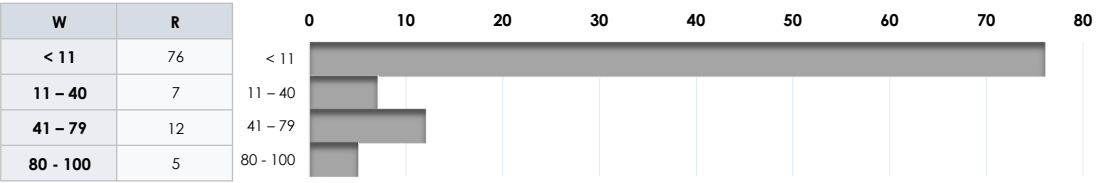
Weighted Quarterly Development Distribution



Weighted Effort Scale of Distribution



Weighted Effort Frequency of Distribution

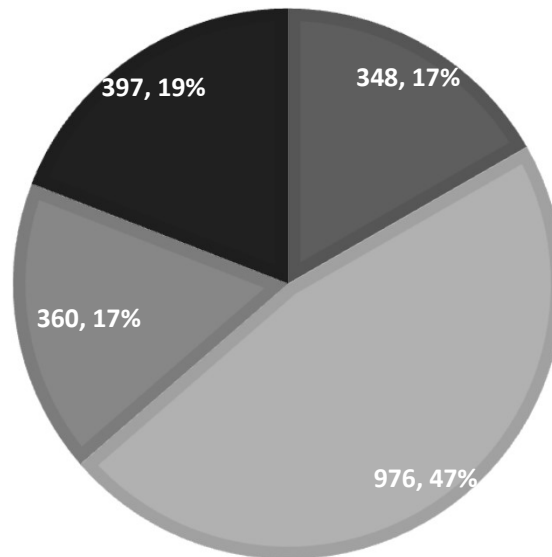


Importance Weighted Per Cent

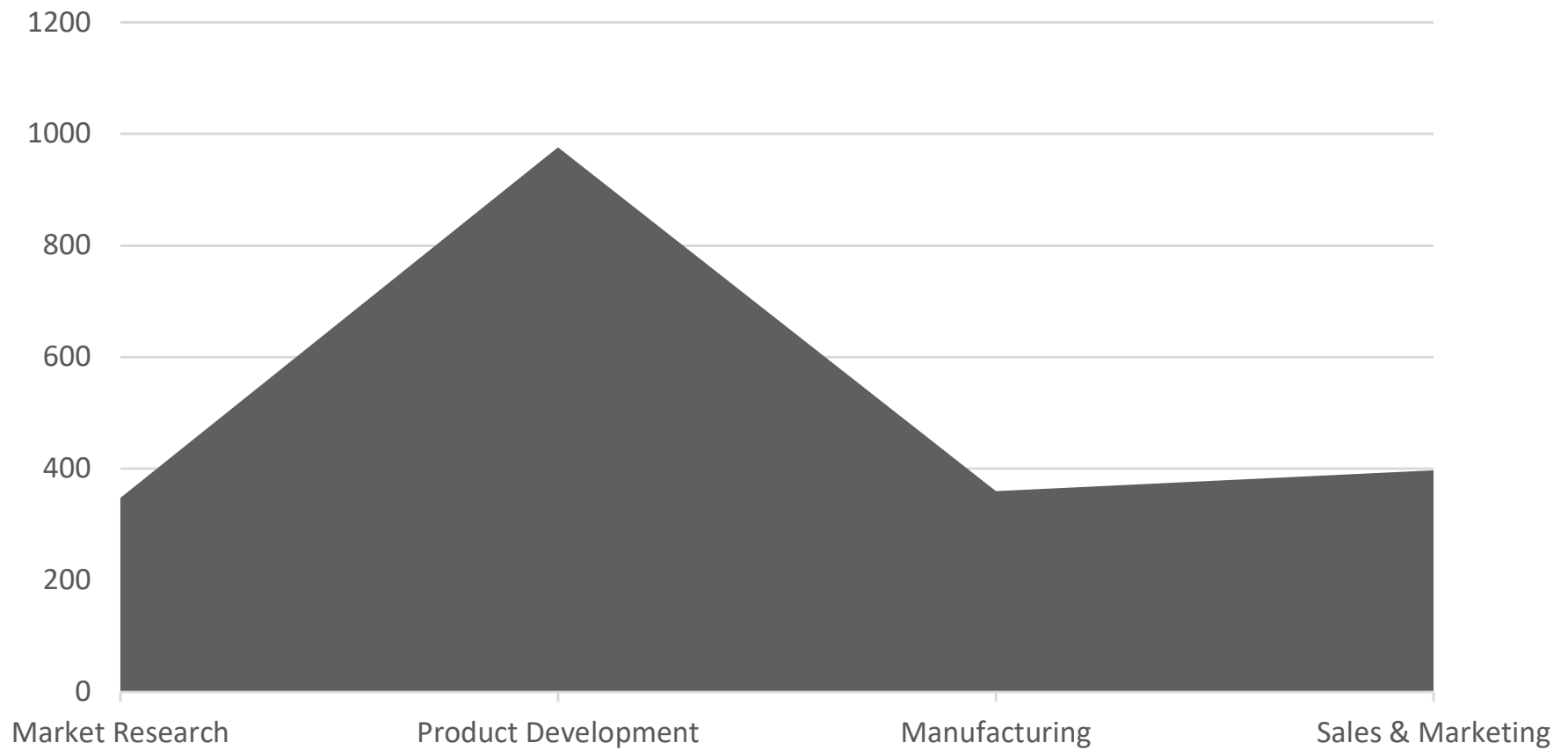
	Q1	Q2	Q3	Q4
Identify Target Market	40	5	5	5
Analyzing Competitor Landscape	80	1	5	5
Conduct Market Research	60	2	8	8
Identify Market Trends	40	5	5	1
Develop Pricing Strategy	0	60	8	5
Brainstorm Product Concepts	100	0	8	5
Develop Product Specifications	0	60	0	40
Design Prototypes	8	60	8	0
User Testing	5	60	5	5
Refine Prototypes	5	2	60	1
Finalize Product Specifications	4	5	40	8
Develop Brand Identity	4	60	1	5
Develop Packaging Design	5	60	8	5
Source Materials	8	60	5	6
Negotiate Contracts	5	40	0	5
Develop Production Plan	5	0	60	5
Identify Manufacturing Partners	5	40	3	3
Set Up Production lines	3	1	5	80
Quality Control Testing	5	8	8	0
Develop Market Strategy	3	60	5	0
Create Marketing Materials	1	0	80	5
Launch Social Media Presence	1	40	1	5
Develop E-Commerce Platform	5	0	80	8
Establish Sales Channels	5	0	60	5
Develop Customer Service Plan	9	5	9	10

WEIGHTED RESOURCE COMPARISON ESTIMATION

■ Market Research ■ Product Development ■ Manufacturing ■ Sales & Marketing



Weighted Resource Comparison by Category



VIII. Resources (Physical)

- People
 - Project Manager: Leads the project, manages budget and timeline. (Salary + benefits estimated at \$80,000-\$120,000 annually based on experience, location). Source: Indeed Salary Calculator: <https://www.indeed.com/career/salaries>
 - Sustainable Materials Specialist: Researches and sources eco-friendly materials. (Salary + benefits estimated at \$60,000-\$80,000 annually). Source: Glassdoor Salary Calculator: https://www.glassdoor.com/Salaries/estimator-salary-SRCH_KO0,9.htm
 - Shoe Designer: Creates innovative, sustainable shoe designs. (Salary + benefits estimated at \$50,000-\$70,000 annually). Source: Payscale Salary Calculator: <https://www.payscale.com/salary-calculator>
 - Marketing Specialist: Develops and executes marketing campaigns. (Salary + benefits estimated at \$40,000-\$60,000 annually). Source: Salary.com Salary Calculator: <https://www.salary.com/>
 - Additional roles: Depending on project complexity, consider a production manager, engineer, quality control specialist, etc.
- Technology
 - Project Management Software: (e.g., Asana, Trello) - Costs vary based on features and users.
 - Computer-Aided Design (CAD) Software: (e.g., SketchUp, Rhino) - Subscription fees or individual licenses.
 - Communication Tools: (e.g., Slack, Zoom) - Free basic plans with paid options.
 - Manufacturing Management Software: (Optional, depending on production setup). Costs vary based on features and users.
- Facilities
 - Hybrid model: Consider shared office space with meeting rooms for collaboration and individual remote workspaces. Shared office space costs vary by location and size.
 - Fully remote: Requires individual home office setups with reliable internet access. Individual equipment costs vary.
- Other
 - Travel: Estimate potential travel costs for sourcing materials, attending conferences, etc.
 - Training: Budget for skills development, software training, or sustainability certifications. Costs vary based on program and provider.
- Manufacturing: Equipment purchased from Elitech
 - Stitching Machine x1 \$4500
 - Cutting Tables x2 \$2500 each
 - Press x1 \$5000
 - Materials \$1200 - \$2000 (order size dependant)

- Employee tools (scissors, needles, etc) \$200 per employee
- Minimum 10 employees for assembly line setup (recommended by Elitech)
- Floor setup will leave room for another assembly line in the future
- Setup for 100-150 pairs of shoes a day.
- Manufacturing Goals
 - Full assembly line with 50 employees creating 1200-1500 shoes a day by the start of fiscal year 2028. Total remaining cost for upgrade to full assembly line estimated to be \$110,000 used.
 - 2 full assembly lines with 50 employees each creating 1200-1500 shoes a day by the start of fiscal year 2030. Full assembly line estimated to be \$300,000 refurbished.
 - 3 full assembly lines with 50 employees each creating 1200-1500 shoes a day by the start of fiscal year 2040. Used assembly lines to be replaced with new models. Total cost estimation of 3 full assembly lines to be 1.3 million. All of this will be in a new building with offices and a flagship store. New Balance being a good example.

IX. Resources (Digital)

Lunar Leaps Application Labor Cost

Role	Yearly Salary	Hourly Breakdown	Benefits @ 25%	Total Cost
Software Engineer	\$145,000	\$70	\$36,250	\$253,750
UX/UI Designer	\$68,000	\$33	\$17,000	\$119,000
Mobile Applications Developer	\$85,000	\$41	\$21,250	\$148,750
Systems Designer	\$108,000	\$52	\$27,000	\$189,000



Total Cost: \$710,500

Lunar Leaps Facility Requirements

Co-located/Hybrid Model: The technical requirements of this project will require teams to be co-located from the same office 4 days a week with an optional work-from-home Friday model.

X. Budget Summary (Physical + Digital)

Resource	Budget Scale	Yearly
People (Core Team)	Salaries and benefits	\$280,000
Technology (Project Management Software)	\$5,000 per year	\$5,000
Technology (CAD Software)	\$1,000 per month	\$12,000
Technology (Communication Tools)	Free basic plan	Free
Technology (Manufacturing Management Software)	\$1,000 per month (optional)	\$12,000 (optional)
Facilities (Shared Office Space)	\$1,000 per month	\$12,000
Facilities (Individual Home Office Setups)	\$500 per month (optional)	\$6,000 (optional)
Other (Travel)	\$500 per month	\$6,000
Other (Training)	\$1,000 per month	\$12,000

Manufacturing (Initial Setup)	Equipment, materials, and employee tools	\$17,000 + materials + employee tools
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App Roll-Out Budget	Total	\$710,550
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Fiscal Year Projection

FY2028: Full assembly line (50 employees)	Upgrade cost	\$110,000
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FY2030: 2 full assembly lines (100 employees)	Cost	\$300,000
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FY2040: 3 full assembly lines (150 employees)	Total cost	\$1.3 million
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New Building & Flagship Store	Estimated cost	\$500,000
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XI. Scope

1. User Experience (UX) Design:

- Develop an intuitive and user-friendly platform for designing custom shoes.
 - Include features for:
 - Uploading design elements (images, text)
 - Selecting from a library of customizable shoe components (uppers, soles, laces)
 - Real-time 3D visualization of shoe designs
 - Integrating with a sizing guide and recommendation tool
- Ensure a seamless user journey for ordering and managing purchases.
 - Implement features for:
 - Secure login and account management
 - Shopping cart functionality with order tracking
 - Multiple payment gateway options
 - Integration with customer support channels (FAQ, chat)
- Design a responsive platform that functions optimally on desktop and mobile devices.

2. Sustainable Production System:

- Establish partnerships with suppliers of eco-friendly materials.
 - Prioritize materials like:
 - Recycled polyester (rPET)
 - Organic cotton
 - Recycled or natural rubber
 - Bio-based or recycled EVA (for midsoles)
 - Explore innovative sustainable materials like mushroom leather (optional).
- Integrate sustainable practices throughout the manufacturing process.
 - Focus on:
 - Minimizing waste generation during production

- Utilizing energy-efficient technologies
- Implementing responsible waste disposal practices
- Develop a transparent supply chain with traceability features.
 - Allow customers to track the origin and environmental impact of materials used in their shoes.
 - Partner with suppliers who uphold ethical labor practices and environmental regulations.

3. Functionality and Features:

- Develop a robust platform that supports user-designed shoe creation and order fulfillment.
 - Include functionalities for:
 - User authentication and account management
 - Design library with customizable shoe components
 - Order processing and payment gateway integration
 - Inventory management and production tracking
 - Customer relationship management (CRM) for order communication and support
 - Content management system (CMS) for platform updates and marketing materials

4. Marketing and Education:

- Develop a comprehensive marketing strategy to promote the platform and sustainable shoe design.
 - Target marketing efforts towards:
 - Eco-conscious consumers
 - Fashion enthusiasts
 - Individuals interested in customization
- Create educational content about sustainable footwear and the environmental impact of traditional shoe production.
 - Utilize various channels such as:
 - Blog posts and articles
 - Social media campaigns
 - Educational resources on the platform

5. Quality Assurance and Testing:

- Implement a rigorous quality assurance process throughout the project lifecycle.
 - Focus on:
 - Usability testing of the user interface
 - Functionality testing of platform features
 - Quality control of materials and production processes
 - Durability testing of user-designed shoes
- Conduct beta testing with a select group of users before platform launch.

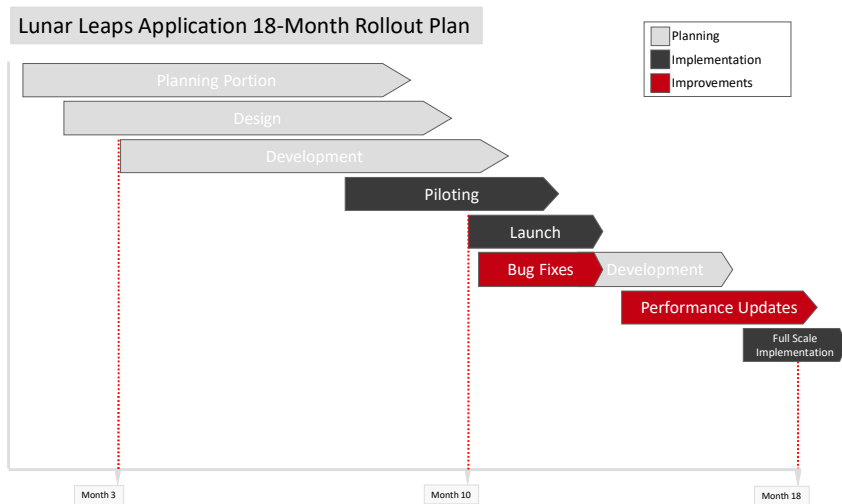
6. Scalability and Growth:

- Design the platform with scalability in mind to accommodate future growth.
 - Consider factors like:
 - Increased user base and design complexity
 - Expanding production capacity
 - Integrating new features and functionalities

Deliverables:

- A fully functional user-designed sustainable shoe platform
- Marketing and educational materials
- Quality assurance reports and testing documentation

XII. Application 18-Month Rollout Plan



Lunar Leaps Work Breakdown Structure

- +1.0 Conceptualize and initialize the Project
- +2.0 Develop charter and plan
- +3.0 App Roll-out Plan
 - +3.1 App Planning
 - +3.2 App Design
 - +3.3 Development
 - 3.4 Phase I Launch (MVP)
 - +3.5.1 Piloting Phase amongst Test Users
 - +3.5.2 Gather Feedback to Improve User Experience
 - +3.5.3 Full Application Rollout
 - +3.5.4 Bug Fixes and Improvements
 - +3.5 Phase II Launch

XIII. Environment and Sustainability

Project: User-Designed Sustainable Shoe Platform (working title)

Environmental and Sustainability Goals:

- **Reduce Environmental Impact:**
 - Implement a lifecycle assessment to identify areas for minimizing the environmental footprint of shoe production.
 - Prioritize the use of sustainable materials like recycled plastic, organic cotton, and renewable resources.
 - Explore partnerships with suppliers who share Lunar Leaps' commitment to sustainability.
- **Promote Sustainable Practices:**
 - Educate customers about the environmental benefits of sustainable shoes through informative content and marketing campaigns.
 - Develop a transparent supply chain that allows customers to understand the origin and impact of materials used.
 - Encourage responsible user behavior by promoting shoe care and repair to extend product life.
- **Minimize Waste:**
 - Implement efficient production processes to minimize material waste during shoe creation.
 - Explore ways to upcycle or recycle production waste into new products or packaging materials.
 - Partner with organizations to responsibly dispose of any unavoidable waste generated during production.

Success Metrics:

- Percentage of recycled or sustainable materials used in shoe production.
- Reduction in carbon footprint compared to a baseline measurement.
- Customer satisfaction with the transparency of the supply chain.
- Increase in user engagement with sustainable practices (e.g., shoe care and repair).

Project Risks:

- **Limited availability of sustainable materials at scale:** The project may face challenges in sourcing sufficient quantities of high-quality sustainable materials to meet production needs.
- **Higher production costs of sustainable materials:** Using sustainable materials may initially increase production costs, potentially impacting product pricing and competitiveness.
- **Consumer behavior:** Project success relies on customer willingness to pay a premium for sustainable shoes and actively participate in eco-friendly practices.

Mitigation Strategies:

- Build strong relationships with suppliers specializing in sustainable materials to secure reliable sources.
- Explore innovative material science advancements and invest in research & development for cost-effective sustainability solutions.
- Educate customers about the value proposition of sustainable shoes, emphasizing the environmental and social benefits.

XIV. Quality Assurance

Maintaining Quality Assurance with a Focus on Sustainability for Lunar Leaps

Lunar Leaps faces a unique challenge: prioritizing both quality assurance and sustainability in their user-designed shoe platform. Here are some strategies to achieve this balance:

Sustainable Materials and Processes:

- **Material Selection:**
 - Conduct thorough life-cycle assessments of potential sustainable materials, evaluating factors like durability, performance, and environmental impact.
 - Partner with reputable suppliers who prioritize sustainable sourcing and ethical manufacturing practices.
 - Explore certifications like Global Organic Textile Standard (GOTS) or Recycled Claim Standard (RCS) for recycled materials.

- **Quality Control Measures:**

- Implement rigorous testing procedures for sustainable materials to ensure they meet performance and durability standards without compromising quality.
- Train employees on identifying and managing potential quality issues that might arise when working with new sustainable materials.
- Consider using digital tools for quality control, like automated defect detection or 3D printing for prototyping, to reduce material waste.

Sustainable Production:

- **Process Optimization:**

- Streamline production processes to minimize material waste and energy consumption.
- Invest in energy-efficient technology and equipment to reduce the environmental footprint of manufacturing.
- Explore innovative production techniques like additive manufacturing (3D printing) for on-demand production and reduced waste.

- **Quality Assurance:**

- Integrate sustainability considerations into quality control procedures. Monitor aspects like material source verification, responsible waste management practices, and employee safety in the production environment.
- Conduct regular audits of suppliers and production facilities to ensure adherence to sustainability standards alongside quality requirements.

Transparency and Communication:

- **Customer Education:**

- Educate customers about the sustainable features of Lunar Leaps' shoes and potential trade-offs compared to traditional materials.
- Offer clear information about the materials used, their origins, and any sustainability certifications.
- Address customer concerns about durability and performance of sustainable materials proactively.

- **Collaboration with Stakeholders:**

- Partner with sustainability experts and environmental groups to gain insights and optimize practices.

- Work with suppliers to develop a transparent supply chain that allows customers to trace the materials used.
- Collaborate with social media platforms to promote responsible user behavior and encourage proper shoe care for extended product life.

Balancing Priorities:

- **Life-Cycle Thinking:**
 - Consider the entire life cycle of the shoes, from material sourcing to end-of-life disposal. Aim for solutions that ensure durability, repairability, and potential recycling options.
- **Cost-Benefit Analysis:**
 - Evaluate the potential trade-offs between sustainability measures and their impact on cost and product performance.
 - Invest in research and development to explore innovative, cost-effective sustainable materials and production techniques.
- **Continuous Improvement:**
 - Implement a culture of continuous improvement where both quality and sustainability are constantly monitored and evaluated.
 - Set clear goals and metrics for both aspects and track progress over time.
 - Be open to adapting strategies as new technologies and practices emerge in the sustainable shoe market.

XV. Assumptions and Risks

Assumptions:

- **Market Demand:** There is enough demand for the specific type of shoes you are offering in your target market.
- **Profitability:** Your chosen pricing model and production costs will allow for sustainable profit margins.
- **Competitive Advantage:** Your unique selling proposition (USP) will differentiate you from established brands.
- **Manufacturing Smoothness:** Sourcing materials and production processes will be efficient and reliable.

- **Marketing Effectiveness:** Your marketing strategy will reach your target audience and generate brand awareness.
- **Customer Satisfaction:** Your shoes will meet or exceed customer expectations in terms of quality, comfort, and design.
- **Team Expertise:** Your team possesses the necessary skills and experience to successfully launch and operate the company.
- **Financial Stability:** You have secured sufficient funding to cover initial costs and operate until profitability is achieved.
- **Favorable Industry Trends:** The footwear industry will experience growth and positive consumer sentiment during your launch period.
- **Minimal External Disruptions:** Unexpected events like economic downturns or supply chain disruptions will not significantly impact your operations.

Risks:

- **Market Saturation:** The target market may be already saturated with similar products, making it difficult to stand out.
- **Pricing Challenges:** Competitive pressure or higher-than-expected production costs may force price adjustments, impacting profitability.
- **USP Erosion:** Competitors may quickly copy or adapt your USP, diminishing its effectiveness.
- **Production Delays or Quality Issues:** Manufacturing issues or unexpected delays could jeopardize your launch timeline or product quality.
- **Marketing Ineffectiveness:** Your marketing efforts may not reach the target audience or fail to generate enough interest.
- **Customer Dissatisfaction:** Negative reviews or poor customer experiences could damage your brand reputation and sales.
- **Team Skill Gaps:** Lack of expertise in key areas could hinder operations and lead to costly mistakes.
- **Funding Shortfalls:** Running out of funding before reaching profitability could force the company to close down.
- **Industry Downturn:** Economic recessions or changes in consumer preferences could significantly reduce demand for your shoes.
- **External Disruptions:** Unexpected events like natural disasters or political instability could disrupt your supply chain or hinder operations.

XVI. Administration

1. Team Structure and Roles:

- Define a clear team structure with roles and responsibilities for:
 - **Product Management:** Overseeing platform development, user experience, and feature roadmap.
 - **Design and Engineering:** Leading the development of the user-design interface, production tools, and shoe creation process.
 - **Supply Chain Management:** Sourcing sustainable materials, managing supplier relationships, and ensuring ethical manufacturing practices.
 - **Marketing and Sales:** Promoting the platform, educating customers about sustainable design, and driving sales.
 - **Customer Support:** Assisting users with platform navigation, design questions, and order fulfillment.

2. Project Management Methodology:

- Choose a project management methodology (e.g., Agile, Waterfall) that aligns with project scope and team structure.
- Establish clear goals, timelines, and milestones for platform development and launch.
- Implement project management tools to track progress, manage tasks, and facilitate communication.

3. Legal and Compliance:

- Consult with legal counsel to ensure compliance with relevant regulations related to user-generated content, intellectual property, data privacy, and consumer protection.
- Develop clear terms of service and user agreements outlining expectations and limitations.
- Implement robust data security measures to protect user information.

4. Financial Management:

- Establish a budget for platform development, marketing, production, and ongoing operations.
- Develop a pricing strategy that balances sustainability costs with customer affordability and profitability goals.

- Implement financial tracking systems to monitor expenses, revenue, and profitability.

5. Risk Management:

- Identify potential risks associated with the project (e.g., material availability, production delays, customer acceptance).
- Develop mitigation strategies to address potential risks and ensure project success.
- Implement a process for monitoring and reporting risks on an ongoing basis.

6. Communication Plan:

- Establish clear communication channels between internal teams, suppliers, and customers.
- Develop regular communication strategies to keep stakeholders informed about project progress, new features, and sustainability initiatives.
- Implement feedback mechanisms to gather user insights and continuously improve the platform.

7. Onboarding and Training:

- Develop comprehensive onboarding programs for new employees, ensuring they understand Lunar Leaps' sustainable mission and platform functionalities.
- Provide ongoing training for all team members on new features, sustainability best practices, and customer support protocols.

XVI. Definitions

Sustainability: Meeting the needs of the present without compromising the ability of future generations to meet their own needs. In Lunar Leaps' context, this means minimizing environmental impact throughout the shoe lifecycle (materials, production, use, and disposal).

Sustainable Materials: Materials that are sourced, manufactured, and used in a way that minimizes environmental impact. Examples include recycled plastic, organic cotton, cork, and natural rubber.

Life-Cycle Assessment (LCA): A method to assess the environmental impact of a product throughout its entire life cycle, from raw material extraction to disposal.

Circular Economy: An economic system aimed at eliminating waste and pollution by keeping products and materials in use for as long as possible. In footwear, this could involve designing shoes for easy repair and disassembly, or using recycled materials in production.

User-Generated Content (UGC): Content created by users on a platform, such as the designs submitted by customers for their shoes on Lunar Leaps' platform.

Intellectual Property (IP): Intangible creations of the human mind, including inventions, literary and artistic works, designs, and symbols. Lunar Leaps will need to establish clear policies regarding ownership and usage rights for user-designed shoes.

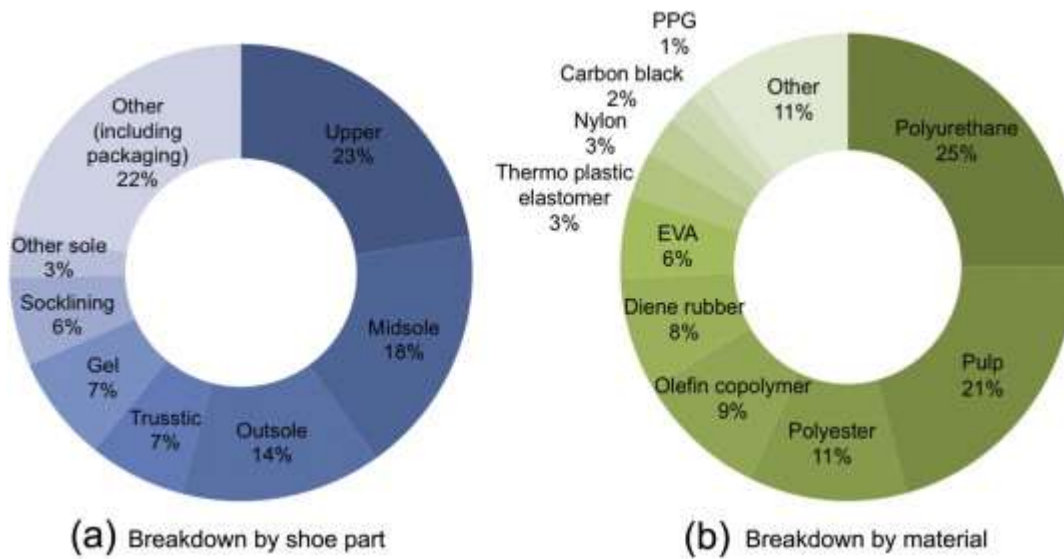
Data Privacy: The right of individuals to control their personal information. Lunar Leaps will need to comply with relevant data privacy regulations and ensure user data is collected, stored, and used responsibly.

Ethical Manufacturing: Production practices that respect human rights, ensure worker safety, and promote fair labor practices throughout the supply chain.

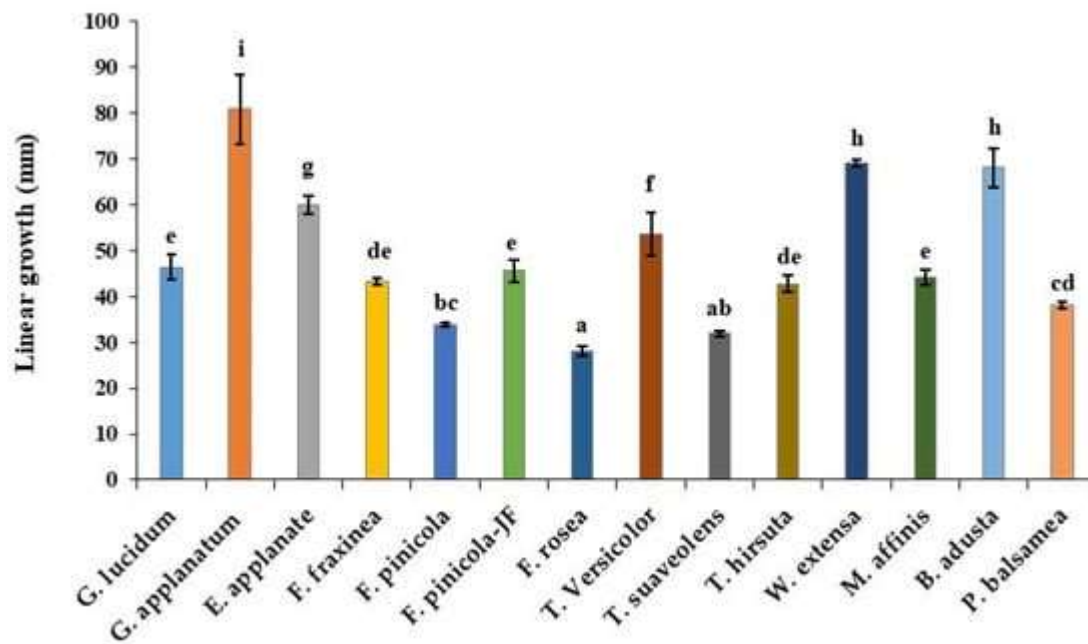
Greenwashing: Misleading marketing claims that portray a company's products or practices as more environmentally friendly than they actually are. Lunar Leaps must be transparent about their sustainability efforts to avoid greenwashing accusations. We strive to do the right thing for everyone.

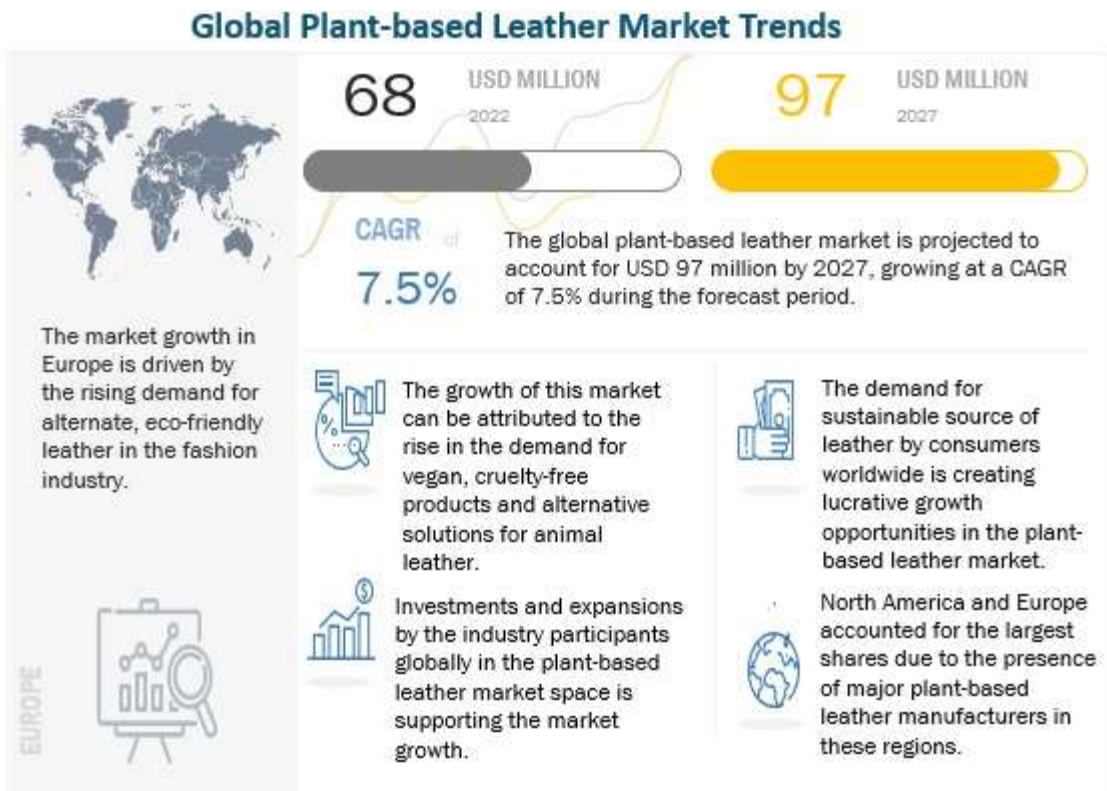
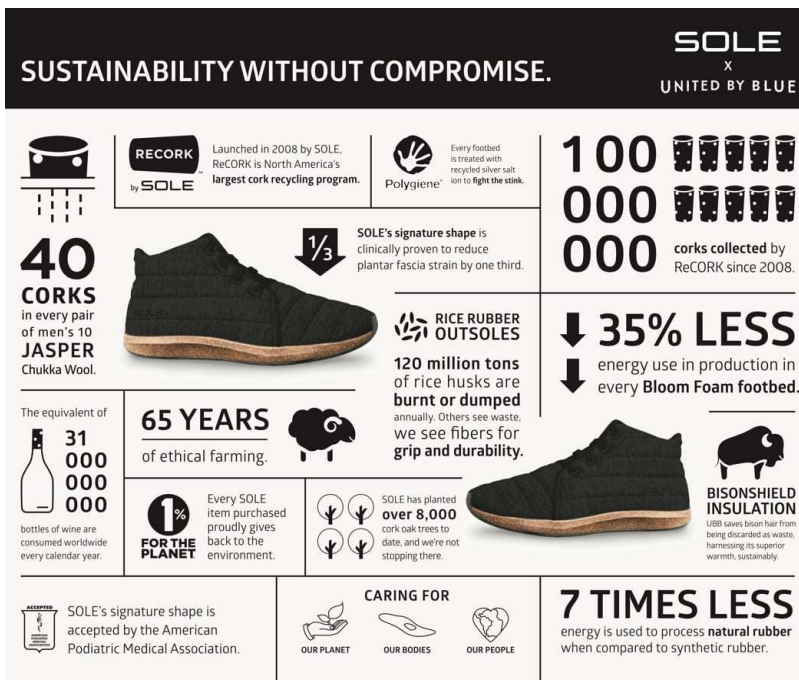
Additive Manufacturing (3D Printing): A process for creating three-dimensional objects from a digital file by depositing material layer by layer. This technology has potential applications in footwear production, potentially reducing waste and enabling on-demand manufacturing.

XVIII. Appendix



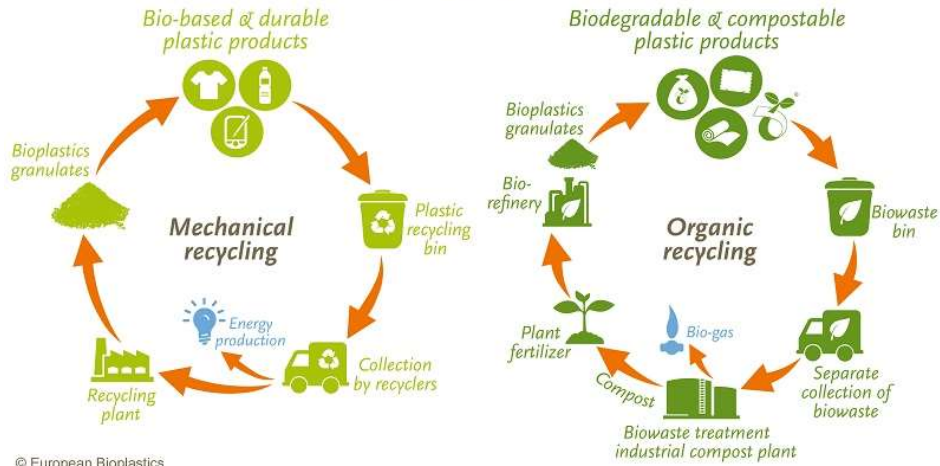
1 Mushroom Leather





Source: Secondary Sources, Primary Interviews, Related Research Publications, Press Releases, Industry-related Journals & Books, and MarketsandMarkets Analysis

End-of-life options for **BIOPLASTICS** – Closing the loop –



MADE TO FIT THE PLANET

*EVERY STEP MEASURED, CRADLE TO GRAVE: 65% LESS EMISSIONS. 100% PERFORMANCE.

SHOE MAKING

2.16 kg CO₂/pair

NATURAL OR RECYCLED MATERIALS, CARBON-LIGHT MANUFACTURING TECHNOLOGIES AND MULTI-FUNCTIONAL DESIGN.

PACKAGING

0.52 kg CO₂/pair

THE REIMAGINED SHOE BOX MEANS LESS WASTE, WEIGHT AND EMISSIONS

TRANSPORTATION

10.09 kg CO₂/pair

SEA FREIGHT OVER AIR FREIGHT WHEREVER POSSIBLE. RUN ON BIOFUEL.

OUTSOLE: 10% NATURAL RUBBER

EMBROIDERY REINFORCEMENT: 100% RECYCLED POLYESTER

UPPER: 50% TENCEL, 70% RECYCLED POLYESTER

EMBROIDERED TOE BOX, MIDFOOT AND HEEL REINFORCEMENT: 100% RECYCLED POLYESTER

UPPER / SOLE: TANGRAM LESS WASTE PRINCIPLE

MIDSOLE: 18% SUGARCANE BIOBASED L.L.BEATS SWEETFOAM® AND 82% ADIZERO LIGHTSPEE EVA

NO DYE COLOR USING LOW ENERGY AND LOW WATER PROCESSES

TERI 1 MANUFACTURING AND ASSEMBLY MOVED TO RENEWABLE ENERGY

MIDSOLE CARVED FOR MIDFOOT SUPPORT EXACTLY AND ONLY WHERE NEEDED

END OF LIFE

0.37 kg CO₂/pair

CONSERVATIVE ESTIMATE BASED ON OUR DISTRIBUTION AND DIFFERING WASTE MANAGEMENT GLOBALLY: 70% LANDFILL, 30% INCINERATION.

USE

0.00 kg CO₂/pair

RUNNERS THAT FOLLOW OUR LEAD AVOID WASHING SHOES IN MACHINES.

IMPOSSIBLE IS NOTHING

adidas allbirds

*MEASURED AGAINST A COMPARABLE RUNNING SHOE - ADIZERO BCS AT 7.8KG CO₂ PAIR

2 Additional Sustainable Partners (Not Limited)



3 Additional High End Partner for Sustainable Efforts (Not Limited)



XIX. Execution Form

This Corporate Charter ("Charter") is made and entered into as of May 25th, 2025, by and between Lunar Leaps, Inc., a Massachusetts company incorporated with a principal place of business at 12 Peace Way, Boston, MA ("Lunar Leaps"), and Boston College, a Jesuit School with a principal place of business at 140 Commonwealth Avenue, Chestnut Hill, MA 02467 ("Project Sponsor").

PROJECT AGREEMENT

WHEREAS, Lunar Leaps desires to provide certain services to Client, and Client desires to engage Lunar Leaps to provide such services, all in accordance with the terms and conditions set forth in this Charter (the "Services");

NOW, THEREFORE, in consideration of the foregoing premises and the mutual covenants hereinafter set forth, the parties agree as follows:

Lunar Leaps Signatory Rep, Division

Date

Client Signatory Rep, Business Association

Date

Witness Signatory Rep, Association

Date

Ever to Excel.

